

FEB-05-2001 MON 03:00 PM ADAMS, SCHWARTZ&EVANS, PA FAX NO. 7043750729

P. 02/02

**Declaration (37 CFR §1.63) for Utility or
Design Application Using an Application Data Sheet
(37 CFR §1.76) and Power of Attorney
for Patent Application**

As a below named inventor, I hereby declare that:

Express Mail No. EL121023061US

This declaration is directed to: BUSINESS METHOD FOR INFLUENCING CONSUMER PURCHASE OF
RETAIL SALES ITEMS

The attached application, or

Application No. _____, filed on _____
and was amended on _____ (if applicable);

I hereby state that I have reviewed and understand the contents of the above identified application, including the claims, as amended by any amendment referred to above;

I acknowledge the duty to disclose to the United States Patent and Trademark Office all information known to me to be material to patentability as defined in Title 37, Code of Federal Regulations, Section 1.56.

If this application is a continuation-in-part application, I acknowledge the duty to disclose to the Patent and Trademark Office all information known to me to be material to patentability as defined in Title 37, Code of Federal Regulations, Section 1.56, which became available between the filing date of the prior application and the national or PCT international filing date of this continuation-in-part application.

I hereby declare that all statements made hereby of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

POWER OF ATTORNEY: As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith: W. THAD ADAMS, III, REG. NO. 29,037; JEFFREY J. SCHWARTZ, REG. NO. 37,532; J. DEREL MONTEITH, JR., REG. NO. 45,464 and T. PEIGE WISE, REG. NO. 44,407 addressed to:

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I request that all correspondence, telephone calls and/or facsimiles be directed to W. Thad Adams, III, Jeffrey J. Schwartz, J. Derel Monteith, Jr. or T. Peige Wise at their above-stated address.

FULL NAME OF INVENTOR(S):

Inventor one: Kenneth S. WykerSignature: Citizen of: USADate: 2/5/01

Inventor two: _____

Citizen of: _____

Signature: _____

Date: _____

Inventor three: _____

Citizen of: _____

Signature: _____

Date: _____